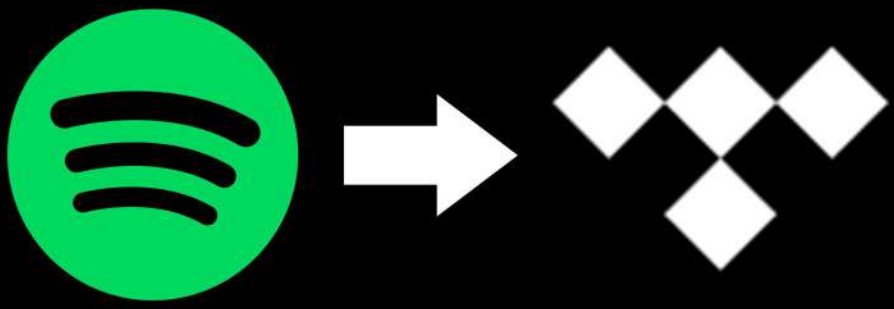
# Spotify supports WAR.

In 2023, Daniel Ek —CEO of Spotify— invested over €100 million in Helsing, a German company developing artificial **intelligence military technology:** combat drones, autonomous submarines, strategic surveillance systems. Recently his firma Prima has led another round of investments for €600 million. Helsing is now valued at around €12 billion, and Ek not only funds the company but also influences its direction.

That money comes, in part, from the revenue Spotify generates from its users —from you, me, and anyone listening to music daily.

When you stream a song on Spotify —even if you're on a family plan and not paying directly— you're generating revenue for a platform that feeds into the military-tech industrial complex. For those of us who believe music is about expression, care, resistance, or healing, it's twisted to realize that **some of our musical consumption is funding the development of militarized AI systems.**

# Now... What to do about it?



## MOVE YOUR PLAYLISTS FROM SPOTIFY TO TIDAL

(step-by-step using Soundiiz – free and easy)

**Step 1:**
Download the app **Soundiiz**. Create a free account using your email or a connected social login.

**Step 2:**
Once you're in, Soundiiz will ask you to connect your streaming accounts. First connect your Spotify account, then your TIDAL account. You just need to log in and authorize access. It's safe —they won't post anything on your behalf.

**Step 3:**
You'll now see your Spotify playlists listed in the Soundiiz interface.
**Important:** You cannot transfer your "Liked Songs" directly because Spotify doesn't store them as a playlist. But you can transfer any playlist you've created or saved from other users.

**Step 4:**
Choose a playlist you want to move. Click on the "convert" icon (it looks like two arrows crossing). Soundiiz will guide you through the process of copying the playlist to another platform. Select TIDAL as the destination.
Soundiiz will search for each track in TIDAL's catalog. If it can't find a song, it will let you know at the end. In most cases, over 95% of songs transfer without any issues.

**Step 5:**
Confirm the transfer. In just a few seconds, your playlist will appear in TIDAL —with the same name, song order, and often even the same cover art.

**Optional:**
If you want to move multiple playlists at once, Soundiiz offers a premium version. But if you're only transferring your most important ones, the free version is more than enough.

# Why TIDAL?

The short answer: at the moment there is no better option.

It's true: **TIDAL** is not a perfect platform, and we can't guarantee what it will become in the future. But right now, **migrating from Spotify to TIDAL is a concrete and collective form of protest against a specific and abhorrent action**. This isn't about idealizing **TIDAL** —it's about refusing to passively support a platform that has crossed a line. Even if you're on a family plan and not directly paying, your use of the platform still fuels its dominance. Every play, every saved song, every data point helps keep Spotify hegemonic.

On top of that, TIDAL offers two key benefits for anyone who cares about music. First, it offers streaming in **FLAC format**, which means no aggressive compression.
**FLAC** (Free Lossless Audio Codec) preserves the original quality of the audio, giving you a richer experience —especially with good headphones or speakers.

Second, **TIDAL pays artists more fairly**. Unlike Spotify's opaque centralized revenue distribution, **TIDAL** uses a model where a portion of your subscription goes **directly to the artists you listen to the most**. It's a small but important step toward rebuilding the direct bond between listener and creator.

Platforms exist because we keep them alive —with our money, our attention, and our data. Spotify didn't get to where it is by chance, but because millions of people feed it daily, often without questioning it. A successful mass migration would show that consumers are not passive users: we have decision-making power, and companies need to understand that they exist to serve us, not to control us.